



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Approve Downtown Lodi Business Partnership 2009-2010 Annual Report, Adopt Resolution of Intention to Levy Annual Assessment, and Set a Public Hearing for September 2, 2009, to Consider the Proposed Assessment

MEETING DATE: August 19, 2009

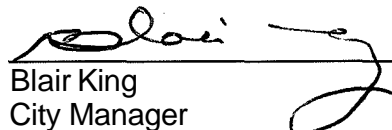
PREPARED BY: City Clerk


RECOMMENDED ACTION: Approve the Downtown Lodi Business Partnership (DLBP) 2009-10 Annual Report, adopt a Resolution of Intention to levy the annual assessment, and set a public hearing for September 2, 2009, to consider the proposed assessment.

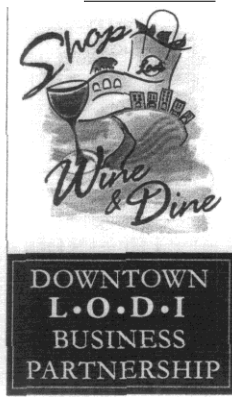
BACKGROUND INFORMATION: Pursuant to Lodi Municipal Code Chapter 12.06 and Streets and Highways Code Section 36500 et seq., the DLBP membership board is required to present an annual report for City Council review and approval prior to September 1. This must be done prior to the public hearing and adoption of a resolution confirming the 2009-10 Annual Report and levy of assessment. On July 27, 2009, the City received a request from DLBP to place the annual report on the August 19 Council agenda. On August 10, 2009, the City was provided with a draft report (attached) for Council consideration with a notation that the final report would be provided to the Council at the August 19, 2009, meeting.

Streets and Highways Code Section 36533 provides that a Business Improvement District (BID) must file an annual report which shall include proposed assessments, budget, general descriptions of the proposed improvements and activities, description of the area served, and any declaration of intent to change boundaries of the parking and business improvement area or in any benefit zone within the area if changes are being proposed. Due to the timing of when the report was received, staff has not reviewed the report for this information.

FISCAL IMPACT: The City does not charge the DLBP a fee to collect and distribute the assessment. On the other hand, the Lodi Tourism Business Assessment District is charged a 5% collection fee.


Blair King
City Manager

APPROVED: 
Blair King, City Manager



RECEIVED
2009 AUG 10 AM 10:41
CITY CLERK
CITY OF LODI

August 10, 2009

Mr. Blair King, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: Annual Report 2009

Dear Blair:

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

In addition, the State of California ~~Streets and~~ Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with eight copies five for the City Council, one for the City Clerk, one for City Attorney and one for yourself.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director
Downtown Lodi Business Partnership

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2038309
ENDORSED
FILED

In the office of the Secretary of
of the State of California

MAR 31 1998

Bill Jones
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF
DOWNTOWN LODI BUSINESS PARTNERSHIP
A California Nonprofit Mutual Benefit Corporation

One: *The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).*

Two: *This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.*

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: *The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.*

Four: *The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.*

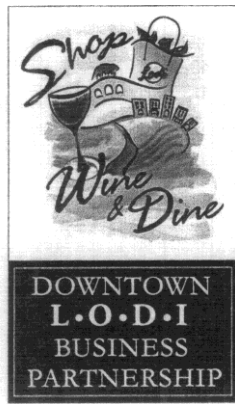
Five: *No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (6) of the Internal Revenue Code of 1954.*

Dated: March 31, 1998

Ronald M. Beckman
Ronald M. Beckman, Incorporator

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2009 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

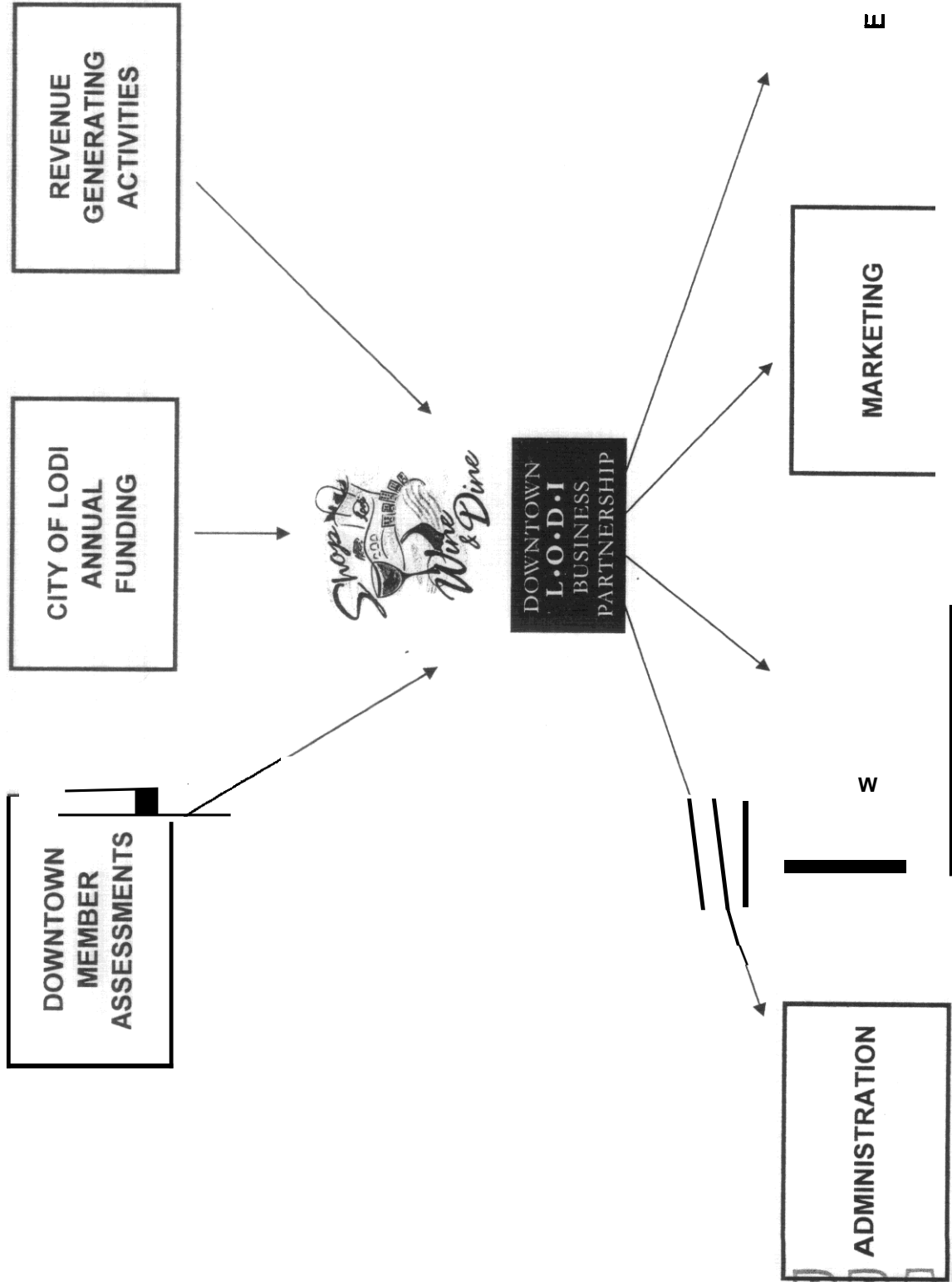
Budget for the 2009 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

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Downtown Lodi Business Partnership Overview



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Downtown Lodi Business Partnership

Proposed Budget

January 1, 2009 through December 31, 2009

Income

Assessment Fees	38000.00
City of Lodi	31950.00
Event Revenue	
Farmers Market	55000.00
Parade of Lights	15000.00
Street Banner Program	3000.00
Grape Festival Youth Parade	1000.00
Community Trick-or-Treat& Fall Fest	300.00
Winterfest	2500.00
Miscellaneous Events & Sales	<u>5000.00</u>
Total Income	151750.00

Expenses

Event Expenses	
Farmers Market	27000.00
Parade of Lights	3000.00
Street Banner Program	600.00
Grape Festival Youth Parade	700.00
Community Trick-or-Treat& Fall Fest	500.00
Winterfest	2500.00
Miscellaneous Events & Sales	1000.00
Marketing Expenses	
Advertising, Marketing & Promotions	4000.00
Travel	1800.00
Public Relations	1000.00
Seminars & Conferences	1500.00
Website	2000.00
Membership Expenses	
Newsletters	600.00
Quarterly Mixers	250.00
Plaques & Trophies	400.00
Sunshine Committee	500.00
Revitalization Expenses	
Downtown Beautification	5000.00
Kiosk Maintenance	1500.00

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Administrative	
Director's Salary	47100.00
Staff Wages	12000.00
Payroll Taxes	5200.00
Contract Labor	500.00
Insurance	12000.00
Professional Fees	2700.00
Rent	4800.00
Storage	2000.00
Office Supplies	4000.00
Office Equipment	500.00
Bank & Merchant Fees	600.00
Postage	500.00
Utilities (phone, internet, etc.)	<u>6000.00</u>
Total Expenses	151750.00
Net Income	0.00

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08/09/09
Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through December 2008

Jan - Dec 08

Ordinary Income/Expense

Income	
City of Lodi Funds	35,000.00
Member Assessment Fees	41,190.00
Event Revenue	
Advertising & Promotion Revenue	2,855.00
Beverage Sales	25,749.90
Parade Entry Fees	6,515.00
Sponsorship	19,806.00
Vendor Fee	31,091.00
Other Income	4,290.00
Total Event Revenue	90,306.90

Total Income 166,496.90

Expense

Reconciliation Discrepancies	-9.57
Administrative Expenses	
Licenses & Permits	20.00
Bank Service Charges	637.72
Contract Labor	1,107.50
Dues and Subscriptions	178.70
Insurance-D & O and State Fund	1,529.13
Insurance - Events Liability	5,722.32
Interest	300.22
Miscellaneous	-2,434.63
Office Maintenance & Repairs	689.49
Office Supplies	4,322.79
Payroll Expenses	
Director's Wages	47,649.77
Staff Wages	8,567.72
Payroll Taxes	5,390.38
Total Payroll Expenses	61,607.87
Penalties	220.00
Professional Fees	2,138.25
Rent	6,320.00
Security	130.55
Taxes	10.00
Utilities	5,196.14

Total Administrative Expenses 87,696.05

Event Expenses

Advertising	11,972.40
Awards/Banners/Posters	3,281.54
Beverage Expense	23,449.03
Entertainment	8,312.90
Equipment Rental	1,542.86
Labor/Repairs	8,968.72
License/Permits/Inspection	1,957.61
Mileage & Meetings	43.51
Other Expense	0.00
Postage & Delivery	438.40
Marketing / Promotions	851.09
Sanitation	2,074.26
Supplies	3,338.73

Total Event Expenses 66,231.05

Marketing Expenses

Advertising & Promotions	4,615.50
Mileage & Meetings	803.74
Public Relations	85.00

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08/09/09
Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through December 2008

	Jan - Dec 08
Seminars & Marketing Campaigns	254.32
Total Marketing Expenses	5,758.56
Membership	
Labor/Repairs	60.00
Newsletter	110.00
Plaques & Trophies	75.04
Postage and Delivery	493.32
Quarterly Mixers	260.00
Sunshine Committee	614.50
Total Membership	1,612.86
Revitalization	
Kiosk Update	555.36
Map & Directory Brochures	1,740.00
Downtown Beautification	
Supplies	407.04
Labor/Repairs	710.00
Total Downtown Beautification	1,117.04
Total Revitalization	3,412.40
Total Expense	164,701.35
Net Ordinary Income	1,795.55
Other Income/Expense	
Other Income	
Insurance Proceeds Received	2,730.00
Interest Income	4.57
Total Other Income	2,734.57
Other Expense	
Casualty/Theft Loss	3,230.00
Total Other Expense	3,230.00
Net Other Income	-495.43
Net Income	1,300.12

08/09/09
Cash Basis

Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2008

Dec 31, 08

ASSETS

Current Assets

Checking/Savings

Farmers & Merchants Bank

-36.00

Savings Account

79.48

Petty Cash

92.24

Total Checking/Savings

135.72

Total Current Assets

135.72

Fixed Assets

Accum Deprec-Equip

Equipment

Office Equipment 12/30/00

cost

2,962.63

Accumulated Depreciation

-2,962.63

Total Office Equipment 12/30/00

0.00

Office Equipment 06/01/02

Cost

2,653.37

Accumulated Depreciation

-2,298.00

Total Office Equipment 06/01/02

355.37

PA System 07/16/2004

cost

1,156.12

Accumulated Depreciation

-794.00

Total PA System 07/16/2004

362.12

Cell Phone 08/10/07

Cost

549.18

Accumulated Depreciation

-110.00

Total Cell Phone 08/10/07

439.18

Total Equipment

1,156.67

Computer Equipment

HP LaserJet35 Printer 04/18/08

cost

479.46

Total HP LaserJet35 Printer 04/18/08

479.46

Laser Printer 03/24/05

Cost

700.89

Accumulated Depreciation

-499.00

Total Laser Printer 03/24/05

201.89

Total Computer Equipment

681.35

Computers 08/29/06

Cost

3,753.97

Accumulated Depreciation

-1,952.00

Total Computers 08/29/06

1,801.97

Total Accum Deprec-Equip

3,639.99

Furniture & Fixtures

Vehicles

Trailer 07/31/05

cost

235.69

Accumulated Depreciation

-133.00

Total Trailer 07/31/05

102.69

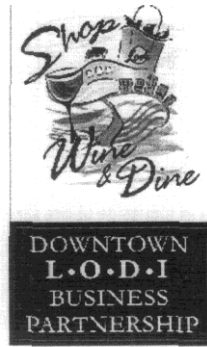
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Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2008

08/09/09
Cash Basis

	Dec 31.08
Total Vehicles	102.69
Daniger Table & 8 Chairs 5/25/06	
cost	839.00
Accumulated Depreciation	-325.00
Total Daniger Table & 8 Chairs 5/25/06	514.00
Refrigerator 06/02/08	
cost	300.00
Total Refrigerator 06/02/08	300.00
Storage Shelving Unit 05/09/08	
cost	247.82
Total Storage Shelving Unit 05/09/08	247.02
Wine Garden Furniture 07/29/04	
cost	1,326.17
Accumulated Depreciation	-912.00
Total Wine Garden Furniture 07/29/04	414.17
Total Furniture & Fixtures	1,578.68
Total Fixed Assets	5,218.67
TOTAL ASSETS	5,354.39
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-500.00
Total Accounts Payable	-500.00
Other Current Liabilities	
Payroll Liabilities	2,275.21
Employee Expense Reimbursement	
Total Other Current Liabilities	2,264.45
Total Current Liabilities	1,764.45
Total Liabilities	1,764.45
Equity	
Retained Earnings	2,289.82
Net Income	1,300.12
Total Equity	3,589.94
TOTAL LIABILITIES & EQUITY	5,354.39

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DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

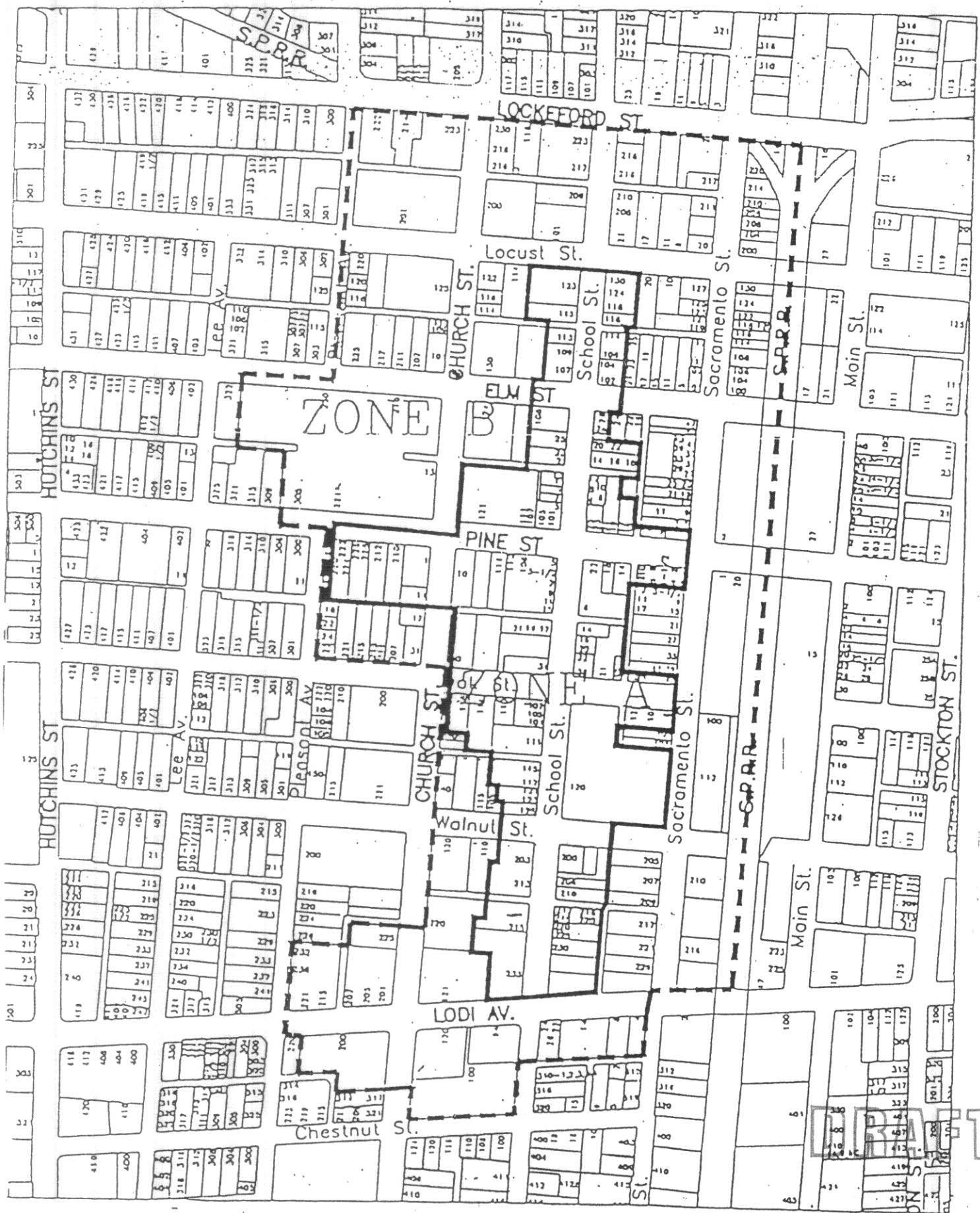
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

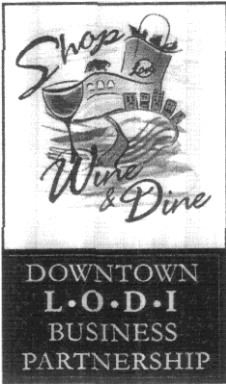
Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com

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A detailed Marketing Plan describing the below bullet points will be included in the final copy of the annual report submitted and presented at the council meeting on August 19, 2009

2008 Accomplishments

Brand Image Campaign

- New Logo
- Redesigned Website
- Revamped Brochure
- Developed and Installed New Kiosk Maps

Downtown Beautification

- New Street Light Banners
- Flower Planting of City Pots
- Co-funded Sidewalk Power Washing Project
- Downtown Holiday Decorations
 - 25' Tree in Post Office Plaza, Holiday Banners, Fresh Swags on Street Corners

Media Relations

- TV Spots on Good Day Sacramento and Channel 13 News
- Radio Spots on KJOY
- News Articles in Lodi News-Sentinel, Stockton Record, San Joaquin Magazine
- Network with the Media and Public Through Interactive Web Pages; Twitter, Facebook

Events To Drive Traffic To Downtown

- Downtown Lodi Certified Farmers Market
- Parade of Lights
- "Stuck in Lodi" Car Show
- Grape Festival Youth Parade
- Downtown Trick-or-Treat & Fall Festival
- Winterfest; Horse-drawn Carriage Rides, Photos with Santa
- Merchant Promotions and Window Decorating Contests

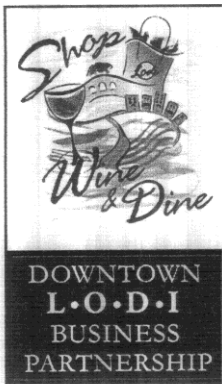
Community Outreach

- Represented Downtown on Committees for City-wide Activities
- Participated in Various Expos Outside of Lodi
- Coordinate and Promote School Field Trips and Safety Fairs

Member Benefits

- Quarterly Mixers
- Bi-Monthly Newsletter
- Lodi News-Sentinel Tab Insert
- Business Referral Database
- Business Directory and Link on Website
- Member Discounts on Marketing Programs

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A detailed Marketing Plan describing the below bullet points will be included in the final copy of the annual report submitted and presented at the council meeting on August 19, 2009

2009 Goals/Accomplishments

Develop Relationships with Downtown Property Owners

- Created a new web component that allows property owners to list their available downtown properties, contact information and photos.

Explore Additional Funding Sources

- Researching grants that apply to downtown development
- Joined the California Downtown Association (CDA)

Expand Current Programs

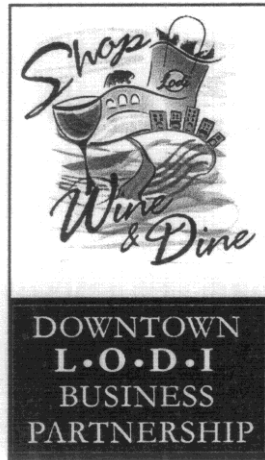
- Designed a marketing bundle package for members and non-members which includes: Annual Banner Attachment Program, Website Advertisement and Website Page with Link.

Enhance Existing Events

- Redesigned the layout of Farmers Market to include a wine garden featuring all four downtown wine tasting rooms and live entertainment on the North end of the market.

The Downtown Lodi Business Partnership is constantly exploring new ways to better promote and market downtown. We will be keeping council and staff updated on the progress and success of the organization.

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DOWNTOWN LODI BUSINESS PARTNERSHIP EVENTS

Farmers Market Overview

Downtown Lodi Business Partnership hosts The Downtown Certified Farmers Market. The family friendly market is held every Thursday evening beginning in June throughout the end of September.

Over 25 certified farmers offer an array of fresh produce and flowers. 50 homemade and commercial arts and craft vendors line the streets of downtown attracting over 5,000 attendees each week. An upscale beer garden which offers Lodi's local brew is located adjacent from the entertainment stage. The stage hosts live music performed by local bands, along with dance performances, comedy acts and competitions. A wine garden featuring downtown's wine tasting rooms accompanied by music.



The entertainment also includes theme nights such as Hawaiian, Mardi Gras, Country Western and Patriotic, where there are free giveaways, contests and family fun. The Food Court accompanies the market offering a wide variety of choices including hot dogs, HHQ, salads, Philippine cuisine, snow cones, smoothies and more. A Kids Zone invites kids of all ages to jump in bouncing houses, get their face painted and interact with clowns, balloon artists and animals. The Farmers Market is Lodi's summer signature event that has something for everyone!

New Developments and Future Plans for Farmers Market

- Contracted with UCP for clean-up on early Friday mornings during the Farmers Market season. The increased attendance of the market has caused a need for added clean-up. The DLBP and UCP is committed to making downtown look clean and attractive after the market and in perfect time for the weekend welcoming out-of-town visitors and our community.
- Added a Wine Garden which highlights all four downtown wine tasting rooms; cellardoor, Grands Amis, Benson Ferry and Dancing Fox. The Wine Garden is set up on the North end of the market to stimulate more activity and to offer a variety of atmospheres.
- **Is** providing a photograph and copy each week to the Lodi News Sentinel profiling a Farmers Market vendor. The editorial piece is published in every Thursday's newspaper which increases visibility of the event.

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Parade of Lights Overview

The Downtown Lodi Business Partnership presents the annual Parade of Lights – a magical holiday parade that illuminates the streets of downtown Lodi. The countless lights, floats, marching bands, dance groups and themed vehicles will entertain thousands of viewers on the first Thursday in December at 6:17 p.m. along the streets of downtown. The one mile route begins on Pine Street and continues down Church Street, Lodi Avenue, School Street and Locust.

A brilliantly lit horse-drawn carriage kicks off the festivities featuring the grand marshal. The spectacular parade concludes with holiday cheer from Santa Claus riding atop a Lodi fire truck.

Over 50,000 people of all ages line the streets of downtown. The Downtown Lodi Business Partnership invites all to be part of this signature event, Parade of Lights, which has become a cherished family tradition.



New Developments and Future Plans for Parade of Lights

- Working on creating even more exposure of the parade and encouraging tourism to Lodi by submitting event information and photos to a variety of publications and media in the Northern California region.

Grape Festival Youth Parade Overview

On the Saturday of the Grape Festival, the youth of Lodi parade the streets of downtown incorporating the theme of the event which takes place in September. Participants are given free entry into the Grape Festival the day of the parade, ribbons, goodie bags, snacks and the chance to win a trophy for win, place or show in various categories.

New Developments and Future Plans for Grape Festival Youth Parade

- To increase participation in the parade, over 10,000 applications were distributed to the elementary schools, churches and community service groups.
- To reduce costs, the DLBP is actively obtaining donations.



- Has developed a sponsorship package and is securing financial supporters increasing revenue to ensure the traditional event will persist.
- Scheduling walking vendors selling kettle corn, cotton candy, snow cones and more to create a more festive environment for the spectators.
- Is partnering with the Grape Festival to cross promote our events and to raise awareness of the event.

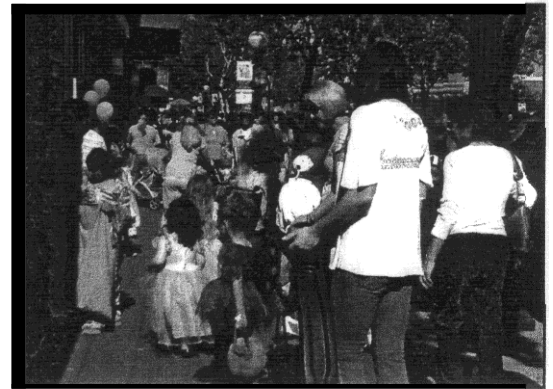
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Downtown Trick-or-Treat and Fall Festival Overview

The merchants downtown invite the community to trick-or-treat at their establishments on the Saturday before Halloween between 12 noon and 4 p.m. The Fall Festival has many family activities which include; live music, a food court, pumpkin painting, petting zoo, face painting and costume contests.

New Developments and Future Plans for Downtown Trick-or-Treat and Fall Festival

- Contacting local talent agencies, colleges and performing arts groups to find acts such as; stilt walking, unicycling and clowns to create a more of a carnival experience.
- Working with a church group to help put on traditional carnival games and contests.
- Contacting farmers to start a pumpkin contest; largest, strangest, etc.



Winterfest Overview

Downtown Lodi celebrates the holiday season throughout the month of December and decorates the streets with lights, a 25' Christmas tree, holiday banners and fresh swags assembled by local boyscouts on the street poles. On the first two Saturdays, a horse-drawn carriage offers rides for only \$1 per person and trots along the streets of downtown. The merchants downtown display their holiday spirit and compete for the best decorated window and lighted storefront.



New Developments and Future Plans for Winterfest

- Scheduling Christmas carolers to stroll the streets adding holiday ambiance.
- Encouraging merchants to host their holiday open houses on the scheduled Saturdays.
- Exploring the possibility of having homemade holiday craft vendors.

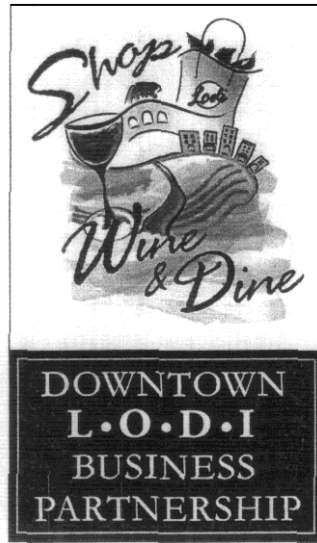
Annual “Stuck In Lodi” Car Show

The American Steel Car Club in conjunction with the DLBP hosts the annual “Stuck in Lodi” Car Show downtown in the month of August. Street rods and classic cars line the streets of downtown Lodi accompanied by a poker walk, live music, raffles, and awards.

Music in the Street

Downtown’s newest event presented by Temple Baptist Church hosts a free concert on the Elm Street Starburst. The concert geared to the younger crowd on a Saturday night, provides a safe and entertaining evening.

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MISSION STATEMENT

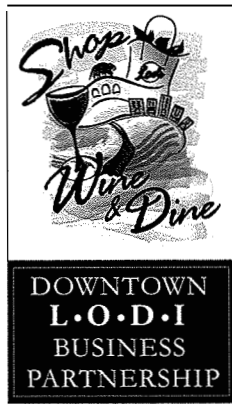
The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com

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August 19, 2009

Mr. Blair King, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: Annual Report 2009

Dear Blair:

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In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with eight copies, five for the City Council, one for the City Clerk, one for City Attorney and one for yourself.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director
Downtown Lodi Business Partnership

2038309
ENDORSED
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In the office of the Secretary of State
of the State of California

MAR 31 1998

Bill Jones
BILL JONES, Secretary of State

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A California Nonprofit Mutual Benefit Corporation

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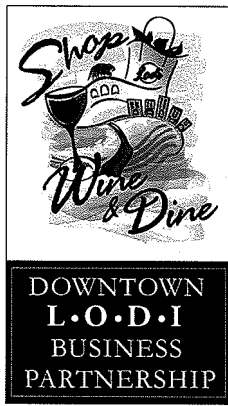
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Dated: March 31, 1998

Ronald M. Beckman

Ronald M. Beckman, Incorporator





2009 ANNUAL REPORT

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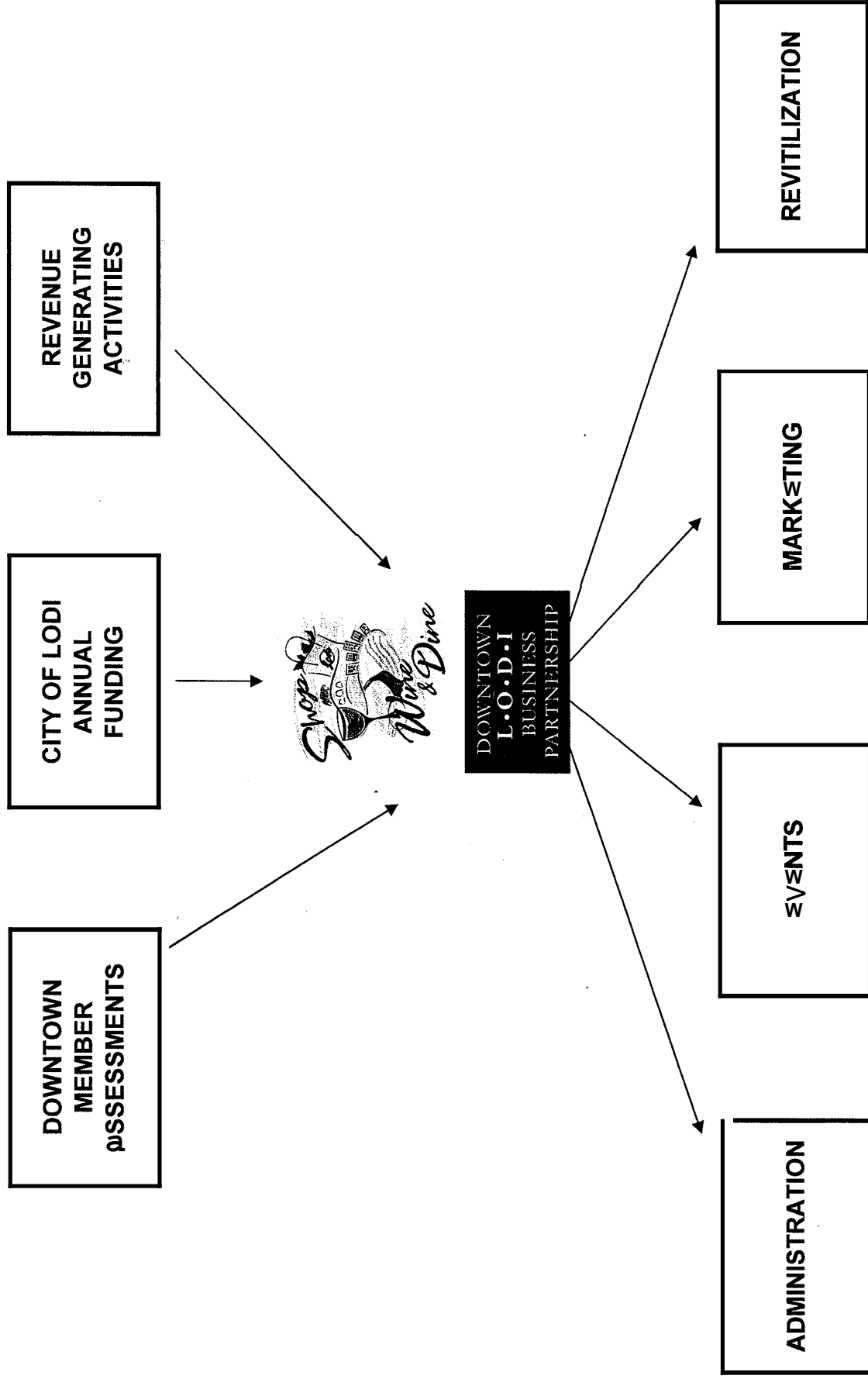
No physical improvements are planned.

Budget for the 2009 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

Downtown Lodi Business Partnership Overview



Downtown Lodi Business Partnership

Proposed Budget

January 1, 2009 through December 31, 2009

Income

Assessment Fees	38000.00
City of Lodi	31950.00
Event Revenue	
Farmers Market	55000.00
Parade of Lights	15000.00
Street Banner Program	3000.00
Grape Festival Youth Parade	1000.00
Community Trick-or-Treat & Fall Fest	300.00
Winterfest	2500.00
Miscellaneous Events & Sales	<u>5000.00</u>

Total Income **151750.00**

Expenses

Event Expenses	
Farmers Market	27000.00
Parade of Lights	3000.00
Street Banner Program	600.00
Grape Festival Youth Parade	700.00
Community Trick-or-Treat & Fall Fest	500.00
Winterfest	2500.00
Miscellaneous Events & Sales	1000.00
Marketing Expenses	
Advertising, Marketing & Promotions	4000.00
Travel	1800.00
Public Relations	1000.00
Seminars & Conferences	1500.00
Website	2000.00
Membership Expenses	
Newsletters	600.00
Quarterly Mixers	250.00
Plaques & Trophies	400.00
Sunshine Committee	500.00
Revitalization Expenses	
Downtown Beautification	5000.00
Kiosk Maintenance	1500.00

Administrative	
Director's Salary	47 100.00
Staff Wages	12000.00
Payroll Taxes	5200.00
Contract Labor	500.00
Insurance	12000.00
Professional Fees	2700.00
Rent	4800.00
Storage	2000.00
Office Supplies	4000.00
Office Equipment	500.00
Bank & Merchant Fees	600.00
Postage	500.00
Utilities (phone, internet, etc.)	<u>6000.00</u>
Total Expenses	151750.00

12 AM

08/17/09
Cash Basis

Downtown Lodi Business Partnership

Profit & Loss

January through December 2008

	Jan - Dec 08
Ordinary Income/Expense	
Income	
City of Lodi Funds	35,000.00
Member Assessment Fees	41,190.00
Event Revenue	
Advertising & Promotion Revenue	2,855.00
Beverage Sales	25,749.90
Parade Entry Fees	6,515.00
Sponsorship	19,806.00
Vendor Fee	31,091.00
Other Income	6,769.63
Total Event Revenue	92,786.53
Total Income	168,976.53
Expense	
Administrative Expenses	
Licenses & Permits	20.00
Bank Service Charges	628.15
Contract Labor	1,107.50
Dues and Subscriptions	178.70
Insurance-D & O and State Fund	1,529.13
Insurance - Events Liability	5,722.32
Interest	300.22
Miscellaneous	45.00
Office Maintenance & Repairs	689.49
Office Supplies	4,468.50
Payroll Expenses	
Director's Wages	47,649.77
Staff Wages	8,567.72
Payroll Taxes	5,390.38
Total Payroll Expenses	61,607.87
Penalties	220.00
Professional Fees	2,138.25
Rent	6,320.00
Security	130.55
Taxes	10.00
Utilities	5,196.14
Total Administrative Expenses	90,311.82
Event Expenses	
Advertising	11,972.40
Awards/Banners/Posters	3,281.54
Beverage Expense	23,449.03
Entertainment	8,312.90
Equipment Rental	1,542.86
Labor/Repairs	8,968.72
License/Permits/Inspection	1,957.61
Mileage & Meetings	43.51
Other Expense	0.00
Postage & Delivery	438.40
Marketing/ Promotions	1,351.09
Sanitation	2,074.26
Supplies	3,203.78
Total Event Expenses	66,596.10
Marketing Expenses	
Advertising & Promotions	4,615.50
Mileage & Meetings	803.74
Public Relations	85.00
Seminars & Marketing Campaigns	254.32

12:2AM
06/17/09
Cash Basis

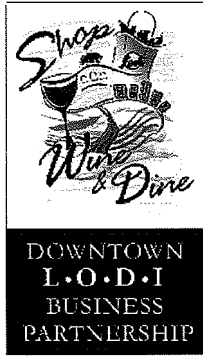
Downtown Lodi Business Partnership
Profit & Loss
January through December 2008

	Jan - Dec 08
Total Marketing Expenses	5,758.56
Membership	
Labor/Repairs	60.00
Newsletter	110.00
Plaques & Trophies	75.04
Postage and Delivery	493.32
Quarterly Mixers	260.00
Sunshine Committee	614.50
Total Membership	1,612.86
Revitalization	
Kiosk Update	555.36
Map & Directory Brochures	1,740.00
Downtown Beautification	
Supplies	407.04
Labor/Repairs	710.00
Total Downtown Beautification	1,117.04
Total Revitalization	3,412.40
Total Expense	167,691.74
Net Ordinary Income	1,284.79
Other Income/Expense	
Other Income	
Insurance Proceeds Received	2,730.00
Interest Income	4.57
Total Other Income	2,734.57
Other Expense.	
Casualty/Theft Loss	3,230.00
Total Other Expense	3,230.00
Net Other Income	-495.43
Net Income	789.36

7 AM
08/17/09
Cash Basis

Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2008

	<u>Dec 31, 08</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers & Merchants Bank	-36.00
Savings Account	79.48
Petty Cash	92.24
Total Checking/Savings	<u>135.72</u>
Total Current Assets	135.72
Fixed Assets	
Office Equipment	12,491.31
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	<u>5,218.67</u>
TOTAL ASSETS	<u>5,354.39</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	<u>2,275.21</u>
Total Other Current Liabilities	<u>2,275.21</u>
Total Current Liabilities	<u>2,275.21</u>
Total Liabilities	2,275.21
Equity	
Retained Earnings	2,289.82
Net Income	<u>789.36</u>
Total Equity	<u>3,079.18</u>
TOTAL LIABILITIES & EQUITY	<u>5,354.39</u>



DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

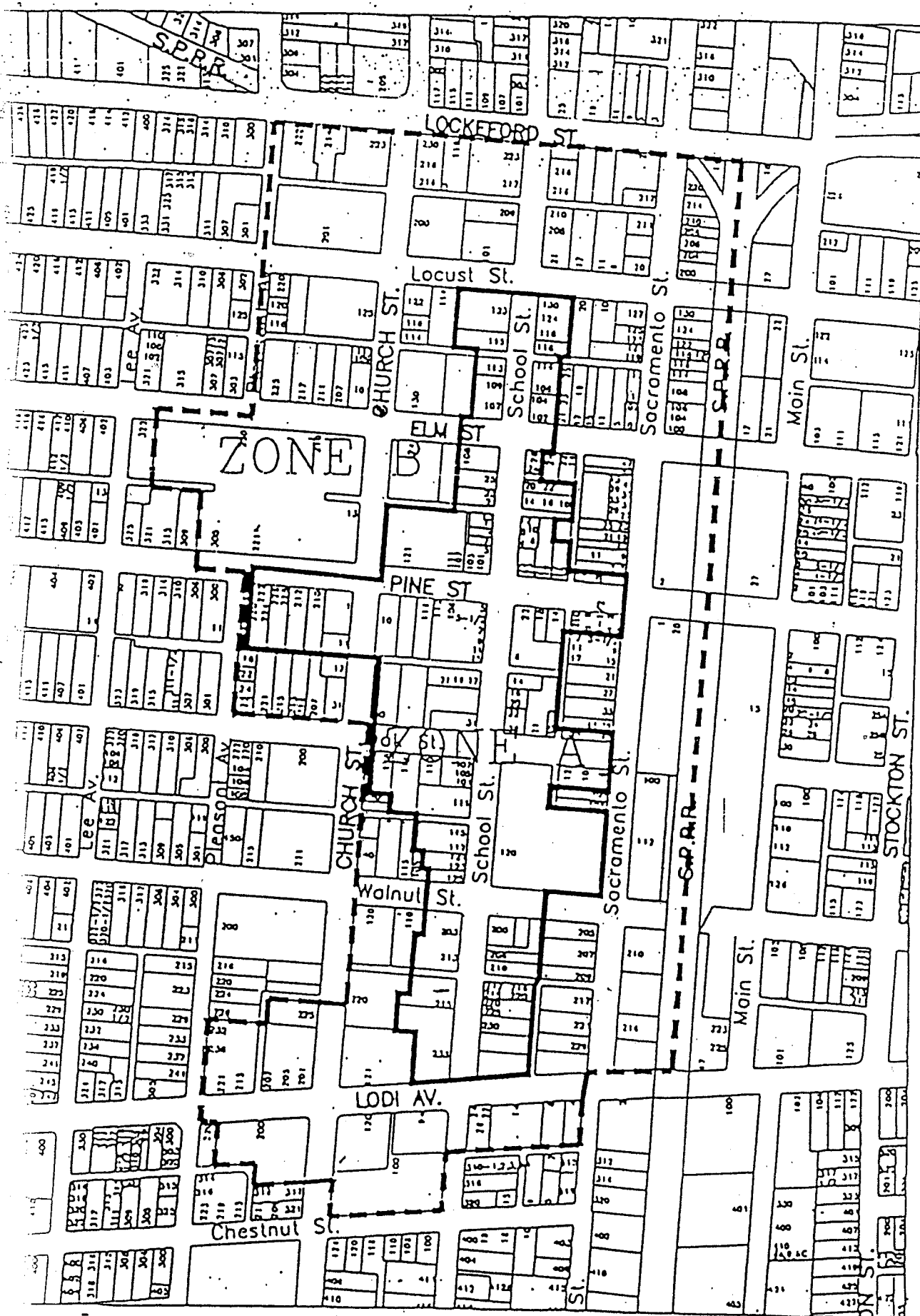
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

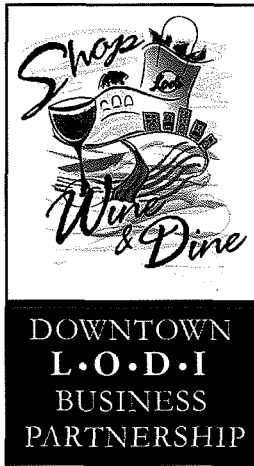
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com





2009 Calendar of Events

Downtown Farmers Market
Every Thursday beginning
June 4th through September 24th

Music in the Street
Saturday, June 13th

4th Annual "Stuck in Lodi"
Car Show
Saturday, August 1st

72nd Grape Festival Youth Parade
Saturday, September 19th

**Downtown Trick-or-Treat
& Fall Festival**
Saturday, October 31st

14th Annual Parade of Lights
Thursday, December 3rd

Downtown Winterfest
Horse Drawn Carriage Rides & Holiday Festivities
Saturday, December 5th & 12th

2010 Calendar of Events

Downtown Farmers Market
Every Thursday beginning
June 3rd through September 30th

Music in the Street
TBA

5th Annual "Stuck in Lodi"
Car Show
Saturday, July 31st

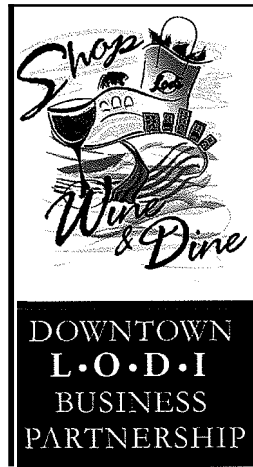
73rd Grape Festival Youth Parade
Saturday, September 18th

**Downtown Trick-or-Treat
& Fall Festival**
Saturday, October 30th

15th Annual Parade of Lights
Thursday, December 2nd

Downtown Winterfest
Horse Drawn Carriage Rides & Holiday Festivities
Saturday, December 4th & 11th

Visit www.downtownlodi.com
for detailed event descriptions and more information



DOWNTOWN LODI BUSINESS PARTNERSHIP EVENTS

FARMERS MARKET OVERVIEW

Downtown Lodi Business Partnership hosts The Downtown Certified Farmers Market. The family friendly market is held every Thursday evening beginning in June throughout the end of September.

Over 25 certified farmers offer an array of fresh produce and flowers. 50 homemade and commercial arts and craft vendors line the streets of downtown attracting over 5,000 attendees each week. An upscale beer garden which offers Lodi's local brew is located adjacent from the entertainment stage. The stage hosts live music performed by local bands, along with dance performances, comedy acts and competitions. A wine garden featuring downtown's wine tasting rooms is accompanied by music.



The entertainment also includes theme nights such as Hawaiian, Mardi Gras, Country Western and Patriotic, where there are free giveaways, contests and family fun. The Food Court accompanies the market offering a wide variety of choices including hot dogs, BBQ, salads, Philippine cuisine, snow cones, smoothies and more. A Kids Zone invites kids of all ages to jump in bouncing houses, get their face painted and interact with clowns, balloon artists and animals. The Farmers Market is Lodi's summer signature event that has something for everyone!

New Developments and Future Plans for Farmers Market

- Contracted with UCP for clean-up on early Friday mornings during the Farmers Market season. The increased attendance of the market has caused a need for added clean-up. The DLBP and UCP is committed to making downtown look clean and attractive after the market and in perfect time for the weekend welcoming out-of-town visitors and our community.
- Added a Wine Garden which highlights all four downtown wine tasting rooms; cellardoor, Grands Amis, Benson Ferry and Dancing Fox. The Wine Garden is set up on the North end of the market to stimulate more activity and to offer a variety of atmospheres.
- Is providing a photograph and copy each week to the Lodi News Sentinel profiling a Farmers Market vendor. The editorial piece is published in every Thursday's newspaper which increases visibility of the event.

PARADE OF LIGHTS OVERVIEW

The Downtown Lodi Business Partnership presents the annual Parade of Lights – a magical holiday parade that illuminates the streets of downtown Lodi. The countless lights, floats, marching bands, dance groups and themed vehicles will entertain thousands of viewers on the first Thursday in December at 6:17 p.m. along the streets of downtown. The one mile route begins on Pine Street and continues down Church Street, Lodi Avenue, School Street and Locust.

A brilliantly lit horse-drawn carriage kicks off the festivities featuring the grand marshal. The spectacular parade concludes with holiday cheer from Santa Claus riding atop a Lodi fire truck.

Over 50,000 people of all ages line the streets of downtown. The Downtown Lodi Business Partnership invites all to be part of this signature event, Parade of Lights, which has become a cherished family tradition.



New Developments and Future Plans for Parade of Lights

- Working on creating even more exposure of the parade and encouraging tourism to Lodi by submitting event information and photos to a variety of publications and media in the Northern California region.

GRAPE FESTIVAL YOUTH PARADE OVERVIEW

On the Saturday of the Grape Festival, the youth of Lodi parade the streets of downtown incorporating the theme of the event which takes place in September. Participants are given free entry into the Grape Festival the day of the parade, ribbons, goodie bags, snacks and the chance to win a trophy for win, place or show in various categories.

New Developments and Future Plans for Grape Festival Youth Parade

- To increase participation in the parade, over 10,000 applications were distributed to the elementary schools, churches and community service groups.

- To reduce costs, the DLBP is actively obtaining donations.



- Has developed a sponsorship package and is securing financial supporters increasing revenue to ensure the traditional event will persist.

- Scheduling walking vendors selling kettle corn, cotton candy, snow cones and more to create a more festive environment for the spectators.

- Is partnering with the Grape Festival to cross promote our events and to raise awareness of the event.

DOWNTOWN TRICK-OR-TREAT AND FALL FESTIVAL OVERVIEW

The merchants downtown invite the community to trick-or-treat at their establishments on the Saturday before Halloween between 12 noon and 4 p.m. The Fall Festival has many family activities which include; live music, a food court, pumpkin painting, petting zoo, face painting and costume contests.

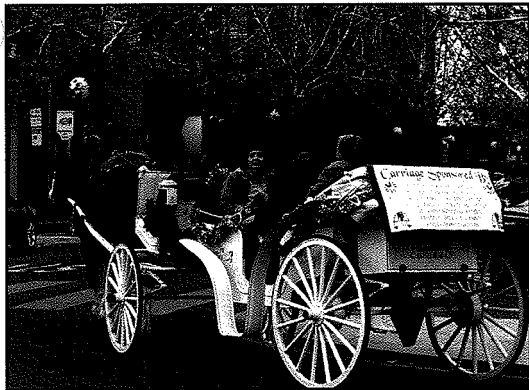
New Developments and Future Plans for Downtown Trick-or-Treat and Fall Festival

- Contacting local talent agencies, colleges and performing arts groups to find acts such as; stilt walking, unicycling and clowns to create a more of a carnival experience.
- Working with a church group to help put on traditional carnival games and contests.
- Contacting farmers to start a pumpkin contest; largest, strangest, etc.



WINTERFEST OVERVIEW

Downtown Lodi celebrates the holiday season throughout the month of December and decorates the streets with lights, a 25' Christmas tree, holiday banners and fresh swags assembled by local boyscouts on the street poles. On the first two Saturdays, a horse-drawn carriage offers rides for only \$1 per person and trots along the streets of downtown. The merchants downtown display their holiday spirit and compete for the best decorated window and lighted storefront.



New Developments and Future Plans for Winterfest

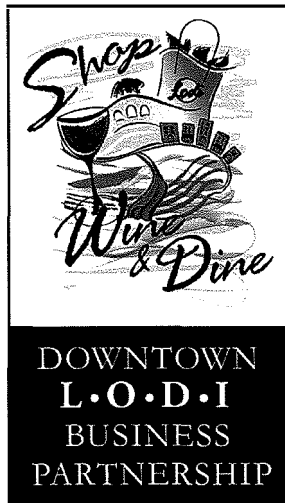
- Scheduling Christmas carolers to stroll the streets adding holiday ambiance.
- Encouraging merchants to host their holiday open houses on the scheduled Saturdays.
- Exploring the possibility of having homemade holiday craft vendors.

ANNUAL "STUCK IN LODI" CAR SHOW

The American Steel Car Club in conjunction with the DLBP hosts the annual "Stuck in Lodi" Car Show downtown in the month of August. Street rods and classic cars line the streets of downtown Lodi accompanied by a poker walk, live music, raffles, and awards.

MUSIC IN THE STREET

Downtown's newest event presented by Temple Baptist Church hosts a free concert on the Elm Street Starburst. The concert geared to the younger crowd on a Saturday night, provides a safe and entertaining evening.



DLBP's Marketing Current Activities and Future Plans

BRAND IMAGE CAMPAIGN

- New Logo

A logo has been designed and is being used in all marketing materials and signage. The logo incorporates the three things downtown is well known for - Shop, Wine & Dine. The logo has a fresh and welcoming feel and creates a positive image for downtown.

- Revamped Brochure

The downtown brochure is a visual marketing piece that is distributed throughout Lodi in various hotels, establishments, the Chamber of Commerce, Wine & Visitors Center, and is mailed to out-of-towners that enquire through phone or e-mails for downtown information. Brochures are also given to Visit Lodi to use in their market efforts outside of Lodi. It is planned to update the brochures every two to three years.

- Develop, Install and Maintain Kiosks and Maps

The maps inside the kiosks and used in the brochures have been updated and installed in the kiosks for tourists. The maps are planned to be updated and printed every two to three years depending on the turnover of businesses and budgeted costs. On a weekly basis, posters for various events submitted by the community are posted in the kiosks for public viewing.

WEBSITE

- Web Design

The DLBP website is very appealing and user-friendly. Photos and information are constantly being uploaded. The DLBP maintains and updates the website on a regular basis.

- Statistics

The DLBP website is averaging over 25,000 hits per month and is increasing every month. The partnership is driving traffic to the website by using the web address on all marketing material, linking and cross marketing with other websites.

- Website Components

The website is very user-friendly and is a huge resource for information about the downtown businesses, the organization, the events, available properties, classifieds and blog. A new component that allows views to interactively vote on future contests has been created and the organization is planning ways to utilize the new source.

DOWNTOWN BEAUTIFICATION

- Street Light Banners

DLBP designs, purchases and hangs banners from the street poles. These banners include a standard banner with DLBP logo, Farmers Market banners, Cycle Fest banners and holiday banners. The organization also has an attachment banner program to provide advertising opportunities to local businesses.

- Flower Planting of City Pots

The DLBP has created a flower potting contest among the downtown merchants and has been replacing flowers as needed to provide a beautiful backdrop of downtown for the community and tourists to enjoy. The organization plans to continue the contest and maintenance of the flower pots.

- Sidewalk Power Washing Project

The DLBP has planned to powerwash the streets and sidewalks after the Farmers Market season within the closures and outlining areas.

- Downtown Holiday Decorations

The DLBP purchases, installs and decorates a 25' Tree in Post Office Plaza, hangs Holiday Banners, and purchases fresh swags from the local Boy Scouts to place on every street corner post.

MEDIA RELATIONS

- TV Spots on Good Day Sacramento and Channel 13 News

TV stations have responded to press releases and have covered downtown events and promotions on location and in studio. The DLBP is currently working with Comcast to consider local television ads to heighten awareness of downtown and our events.

- Radio Spots on KJOY

The DLBP records 30 second radio spots in studio inviting the public (from Modesto to Sacramento) to attend the downtown Lodi events. There is no cost to the organization, but the exposure is priceless.

- News Articles in Lodi News-Sentinel, Stockton Record, San Joaquin Magazine

The DLBP has built and is continuing to build relationships with the editorial staff of many publications to receive positive press and exposure of downtown. The organization is regularly submitting press releases to over 100 media sources throughout Central California.

- Network with the Media and Public Through Interactive Web Pages; Twitter, Facebook

In addition to the DLBP website, the organization has kept up to date with the interactive web trends. DLBP has over 195 facebook "fans" and 96 Twitter "followers" that are updated on a regular basis.

COMMUNITY OUTREACH

- Represented Downtown on Committees for City-wide Activities

The DLBP was very instrumental in coordinating and promoting the Lodi Cycle Fest. DLBP also had a "downtown team" at the Relay for Life event at the Grape Festival Grounds. The organization is sponsoring the Lodi Youth Baseball Clinic in September to give back to the community.

- Participation in Various Expos promoting Downtown

The DLBP has hosted booths at the Stockton Ports games and at the Lodi Baseball Club. Marketing material was passed out, downtown magnets with web address were given to spectators and many contacts were made. The partnership plans to schedule more appearances at events and expos in the future to market downtown outside the Lodi area.

MEMBER BENEFITS

- Quarterly Mixers

The DLBP hosts mixer every quarter at a different downtown restaurant inviting the membership and their employees to visit with their fellow merchants and enjoy appetizers. A Downtown Vision Award is presented to a downtown business that has contributed to the efforts of downtown and there is a variety of material and updates available for the members.

- Bi-Monthly Newsletter

The DLBP mails out a newsletter at least every couple of months updating the membership on the happenings of downtown and to notify them of any new programs or upcoming events.

- Lodi News-Sentinel Tab Insert

Every quarter the DLBP submits articles and photographs to the Lodi News-Sentinel to publish a special section highlighting the new businesses to downtown and the upcoming activities

- Business Directory and Link on Website

Every member is listed on the DLBP website along with their address, phone and a link to their website. If a member does not have a website, the the organization has a program developed to design a page with more detailed information and photos at a minimal cost.

- Member Discounts on Marketing Programs

The DLBP has developed many marketing opportunities including; attachment banner program, web page design, internet ad and a free classified web ad at a reduced or no cost to the member.

DEVELOP RELATIONSHIPS WITH DOWNTOWN PROPERTY OWNERS

- Web Advertising

The DLBP created a new web component that allows property owners to list their available downtown properties, contact information and photos free of charge.

EXPLORE ADDITIONAL FUNDING SOURCES

- Joined the California Downtown Association (CDA)

The DLBP joined the CDA and has been utilizing their resources and knowledge to learn the latest trends in funding diversification for non-profits from Social Enterprise Initiatives to Economic Stimulus funds. In late September, the director will be attending a four day convention that directly addresses these options.

IN THE WORKS....

- Downtown Lodi Gift Card

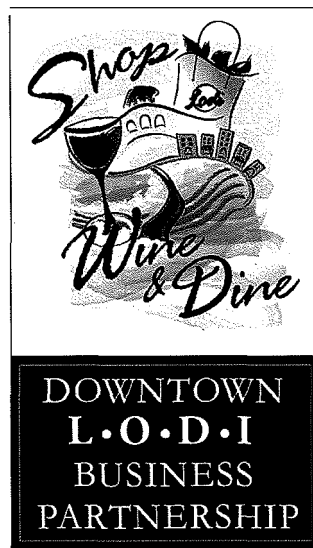
- Ways to increase and promote a better downtown nightlife

- "Battle of the Bars" contest for the best facelift

- Pub Crawl (including bars, wine tasting rooms and restaurants)

We will keep you posted on the progress of these new ideas! Stay tuned!

The Downtown Lodi Business Partnership is constantly exploring new ways to better promote and market downtown. We will be keeping council and staff updated on the progress and success of the organization.



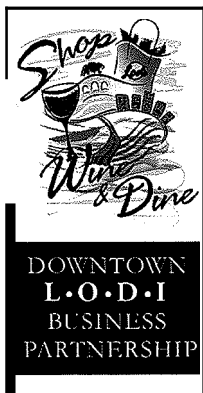
MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com



2009 Downtown Marketing Program

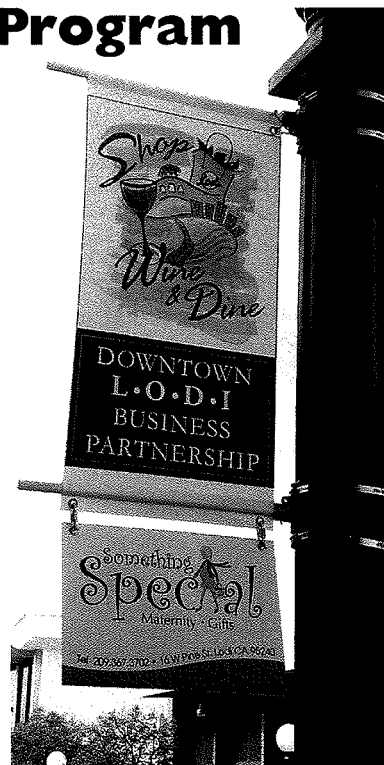
The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's goals or all three programs at a discounted price!

Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to jaimed@downtownlodi.com. Your banner will be guaranteed a prime location downtown until March 2010. Advertise your business & support downtown!

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> New Sponsorship
DLBP Member
\$250 year | <input type="checkbox"/> New Sponsorship
Non-Member
\$300 year | <input type="checkbox"/> Renewal
DLBP Member
\$200 year | <input type="checkbox"/> Renewal
Non-Member
\$250 year |
|---|--|---|--|

☐ Yes! Add my full color logo on both sides of my banner for an additional \$40



www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on www.downtownlodi.com. The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to www.downtownlodi.com. If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home", McKinley's Frame Shop.

Menu for DLBP Members

- | | |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> WebsiteAd | \$50 for 6 months |
| <input type="checkbox"/> Web Ad Design | \$25 |
| <input type="checkbox"/> Website Page | \$40 |

Bundle Package for all 3 Programs!

Only \$345 A Savings of \$60!

Includes Full Color Banner Attachment & WebAd Design

Menu for Non-DLBP Members

- | | |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> WebsiteAd | \$75 for 6 months |
| <input type="checkbox"/> Web Ad Design | \$25 |
| <input type="checkbox"/> Website Page | \$50 |

Bundle Package for all 3 Programs!

Only \$430 A Savings of \$60!

Includes Full Color Banner Attachment & WebAd Design

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ e-mail: _____

Total Amount Enclosed: \$ _____

Comments/Location Request: _____

Return application & payment to **DLBP, P.O. Box 1565, Lodi, CA 95241**

RESOLUTION NO. 2009-117

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of ordinance 1654; and

WHEREAS, the annual report as required by Streets and Highways Code §536533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes September 2, 2009, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2010 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 19, 2009

=====

I hereby certify that Resolution No. 2009-117 was passed and adopted by the Lodi City Council in a regular meeting held August 19, 2009, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Johnson, Katzakian, Mounce, and Mayor Hansen

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



*Please immediately confirm receipt
of this fax by calling 333-6702*

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

**SUBJECT: PUBLIC HEARING TO CONSIDER LEVY OF ANNUAL
ASSESSMENT FOR DOWNTOWN LODI BUSINESS
IMPROVEMENT AREA NO. 1**

PUBLISH DATE: SATURDAY, AUGUST 22, 2009


LEGAL AD

TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO: RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: THURSDAY, AUGUST 20, 2009

**ORDERED BY: RANDI JOHL
CITY CLERK**


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

LNS	Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)			
	Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMP (initials)			



DECLARATION OF POSTING

PUBLIC HEARING TO CONSIDER LEVY OF ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1

On Friday, August 21, 2009, in the City of Lodi, San Joaquin County, California, a copy of a Notice of Public Hearing to consider levy of annual assessment for Downtown Lodi Business Improvement Area No. 1 (attached hereto, marked Exhibit "A") was posted at the following four locations:

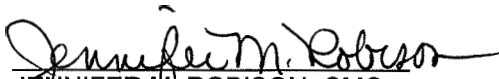
Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on August 21, 2009, at Lodi, California.

ORDERED BY:

RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2009-117

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of ordinance 1654; and

WHEREAS, the annual report as required by Streets and Highways Code §536533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **September 2, 2009, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2010 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 19, 2009

I hereby certify that Resolution No. 2009-117 was passed and adopted by the Lodi City Council in a regular meeting held August 19, 2009, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Johnson, Katzakian, Mounce, and Mayor Hansen

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk

CITY COUNCIL

LARRY D. HANSEN, Mayor
PHIL KATZAKIAN,
Mayor Pro Tempore
SUSAN HITCHCOCK
BOB JOHNSON
JOANNE MOUNCE

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

BLAIR KING, City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

August 21, 2009

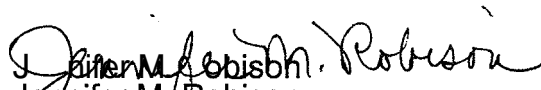
Jamie Watts
Executive Director
Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241-1565

**RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1,
ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL
REPORT**

The Lodi City Council, at its meeting of August 19, 2009, adopted the enclosed resolution of intention to levy annual assessment for Downtown Lodi Business Improvement Area No. 1, establishing the public hearing date of September 2, 2009, and approving the Annual Report.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,


Jennifer M. Robison
Assistant City Clerk

JMR

Enclosure